



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 10/18/2002

GAIN Report #NI2019

Nigeria

Promotion Opportunities

Annual

2002

Approved by:

**Jamie Rothschild, Agricultural Attache
U.S. Consulate General, Lagos**

Prepared by:

Uche M. Nzeka, Agricultural Marketing Specialist

Report Highlights:

Sales of U.S. processed foods to retailers and direct consumers at Post-organized promotions from November 2001 to October 2002 were nearly \$1.5 million. FAS Lagos 'Foreign Buyers List' was increased by 25 percent, greater buyer contacts were established for U.S. suppliers and higher awareness was gained for U.S. foods through these events. Post will assist exporters seeking to initiate or expand sales to the Nigerian market in arranging the exhibition of sample products and sales catalogs during Post-programmed promotions detailed in this report.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Lagos [NI1], NI

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizers directly for further information."

SECTION I. TRADE SHOWS

Nigerian consumers generally perceive U.S. food products as high quality items. With false labeling common in this market, Nigerian firms distributing U.S. food products seek Post's collaboration during local trade fairs. They maintain that this represents a major aid in boosting the image of their stands at such shows and assists them in gaining consumer confidence regarding the integrity of products/brands marked 'Product of USA'. Post proposes to recruit Nigerian importer-distributors handling U.S. food product lines to exhibit at its 'A Taste of America' Food & Beverage Shows planned to hold at different venues/times during November 2002 to October 2003. It will also, organize Information Booth activities at each of these events.

Lower sales at these events resulted from the GON's initiation in May 2001, of a dual inspection policy for all imports into the country--involving a pre-shipment inspection and, a 100 percent destination inspection at the port of entry. This policy created port clearance difficulties and impacted negatively on general availability of imported products through the rest of the 2001 calendar year.

Although Post has not been successful in attracting U.S. firms to participate at these events, it believes that the exhibitions will assist U.S. food exporters in gaining consumer exposure for their products and evaluating their products' marketability in Nigeria. FAS, Lagos will assist such U.S. firms in receiving and handling their sample products/sales catalogs to exhibit at the events. FAS Lagos will assist exporters seeking to initiate or expand sales to the Nigerian market in arranging the exhibition of sample products and sales catalogs during these Post-programmed promotions:-

A. Title of Activity / Event: 'A Taste of America' Food & Beverage Show during Lagos International Trade Fair

Dates: November 1 - 10, 2002

Venue: International Trade Fair Complex, Badagry Road, Lagos-Nigeria

Organizer Contact Information: 1. Ms. Jamie Rothschild, Agricultural Attache, Foreign Agricultural Service of the U.S. Department of Agriculture, U.S. Consulate, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926, 775-0830
e-mail:- aglagos@fas.usda.gov

2. Mr. Olumide Adekunle, Director-General, Lagos Chamber of Commerce & Industries, Commercial House, #1, Idowu Taylor Street, Victoria Island, Lagos, Nigeria, West Africa
Telephone/Fax #: 234-1-261.1525 / 261.3917 e-mail: lcci@hyperia.com

Brief Narrative: The Lagos International Trade Fair is an annual event organized by the Lagos Chamber of Commerce & Industries in Lagos. It is the largest of the three dominant international trade fairs held in Nigeria. In 2001, increased foreign participation was recorded due in large part to the emergence of a democratically-elected government which is supporting an improved business

environment.

The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria (USDA/FAS, Lagos) recruited local importer-distributors of U.S. foods to participate at this event in the American Pavilion. It also organized an Information Booth at the event. Sales of U.S. high-value food products at this event by local representatives of U.S. food exporters that participated were estimated at \$380,000. FAS/Lagos' Information Booth recorded over 55 trade enquiries from existing or new-to-market importers during the event. Post also followed up on more than 30 potential buyer contacts made at its information booth during the show and stimulated their attendance at the 2002 FMI show.

B. Title of Activity / Event: 'A Taste of America' Food & Beverage Show during Kaduna International Trade Fair

Dates: Feb. 7-16, 2003

Venue: Kaduna International Trade & Investment Center, Kaduna, Nigeria, West Africa

Organizer Contact Information: 1. Ms. Jamie Rothschild, Agricultural Attache, Foreign Agricultural Service of the U.S. Department of Agriculture, U.S. Consulate, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926, 775-0830
e-mail:- aglagos@fas.usda.gov

2. Mr. Ejimofor Okorafor-Nwosu, President, Nigerian-American Chamber of Commerce, Kaduna State Chapter, Kaduna Club Premises, Waff Road, Kaduna State, Nigeria. Tel #: 234-62-211-796, Fax: 234-62-241-048, e-mail: nacckd@yahoo.com

Brief Narrative: The Kaduna International Trade Fair is an annual event organized by the Kaduna Chamber of Commerce, Industries, Mines & Agriculture in Kaduna, Nigeria. It is the second largest of the three dominant international trade fairs held in Nigeria. Post has proposed to collaborate with local firms handling U.S. foods and the Nigerian-American Chamber of Commerce in Kaduna in organizing an American Food pavilion at this event.

FAS located in Lagos-Nigeria organized its 'Eat & Drink American' Food Show at the Kaduna International Trade Fair held February 2-10, 2002 by recruiting local importer-distributors of U.S. foods to participate in the American Food pavilion during the event. On-site sales of U.S. high-value food products to retailers and final consumers at the event approximated \$50,000. Post also collaborated at this event with the local importer of the only U.S. consumer-packaged vegetable oil to launch his product line in Nigeria. Post's Information Booth recorded over 40 trade enquiries from existing or new-to-market importers during the event.

C. Title of Activity/Event: 'A Taste of America' Food & Beverage Show at Enugu International Trade Fair

Dates: Apr. 04-13, 2003

Venue: International Trade Fair Complex, Abakaliki Road, Enugu, Nigeria

Show Organizer: Enugu Chamber of Commerce, Mines, Industries and Agriculture, Enugu State, Nigeria

Show Contact Information: 1. Ms. Jamie Rothschild, Agricultural Attache, Foreign Agricultural Service of the U.S. Department of Agriculture, U.S. Consulate, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926, 775-0830

e-mail:- aglagos@fas.usda.gov 2. Chief Gabriel Akachukwu, President, Enugu Chamber of Commerce, Industry, Mines & Agriculture, International Trade Fair Complex, Abakiliki Road, Enugu-Nigeria Tel: 234 - 42 - 25.0575, Fax: 234 - 42 - 25.1769 e-mail: eccima@infoweb.abs.net

Brief Narrative:

Post organized an 'Eat & Drink American' Food Show at the Enugu International Trade Fair, April 19-29, 2002. U.S. high-value food products valued at approximately \$80,000 was sold to retailers and direct consumers by local representatives of U.S. foods recruited by USDA/FAS, Lagos-Nigeria to exhibit inside the American Food Pavilion during the show. Post also, assisted the local sole representative for the only U.S. vegetable cooking oil to formally introduce the product to the eastern Nigerian market at this Enugu event. FAS/Lagos' Information Booth recorded over 32 trade enquiries from existing or new-to-market importers during the event.

Others(D & E): 'A Taste of America' Food & Beverage Show at International Trade Fairs Abuja & Port Harcourt both Nigerian cities on April 18-27, 2003 and May 17-26, 2003 respectively

Dates: Apr.4-13, 2003

Venue: International Trade Fair Complex at both cities.

Show Organizer: Chambers of Commerce, Mines, Industries and Agriculture in Abuja and Port Harcourt respectively.

Show Contact Information: 1. Ms. Jamie Rothschild, Agricultural Attache, Foreign Agricultural Service of the U.S. Department of Agriculture, U.S. Consulate, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926, 775-0830
e-mail:- aglagos@fas.usda.gov

Brief Narrative:

Based upon increasing requests by Nigerian importer-distributors handling U.S. food product lines, Post will collaborate with them in organizing these trade events in the respective cities.

SECTION II. RETAIL IN-STORE PROMOTION

Post will collaborate with selected Nigerian supermarket outlets to organize its 'A Taste of American' In-store promotions in some Nigeria's cities with higher prospects for the sale of U.S. high-value food products. To participate, each of the supermarkets will be required to stock U.S. high-value food products and to dedicate a section in the respective supermarkets to U.S. high-value foods. FAS, Lagos will also encourage local representatives of U.S. foods to sell their products at these supermarkets during the promotions. Post will also, decorate each of the supermarkets in American-theme colors and will utilize various point-of-sales and mass media advertising to promote the availability of U.S. food products in the participating supermarket outlets.

U.S. food exporters can utilize this opportunity to gain consumer exposure for their products and to evaluate their marketability. FAS, Lagos will assist such U.S. firms in receiving and handling their

sample products/sales catalogs to exhibit at the events.

A. Title of Activity / Event: 'A Taste of America' In-store Promotion

Dates: Nov. 28 - Dec. 14, 2002

Venue: Esco Superstores Ltd, Warri, Delta State, Nigeria

Organizer Contact Information: 1. Ms. Jamie Rothschild, Agricultural Attache, Foreign Agricultural Service of the U.S. Department of Agriculture, U.S. Consulate, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926, 775-0830
e-mail:- aglagos@fas.usda.gov

2. Mr. Lucky J. Esigie, Chairman/CEO, ESCO Superstores Ltd, #21, Udu Road, Enmerhen, Warri, Delta State. Tel: 053-254.913, 250.614, Fax: 053-250.699

Show Description:

Warri is an oil-rich city in Nigeria's Niger Delta region. With a higher proportion of expatriates and high-income Nigerians living in the city, it offers greater opportunity for the sale of U.S. foods.

During November 24 to December 16, 2001, Post organized the first in-store promotion with Esco superstores. More than seventeen (17) local importers/distributors of U.S. foods sold their U.S. high-value food products to Esco. Sales of U.S. processed foods at this event were valued at almost \$140,000..

B. Title of Activity / Event: 'A Taste of America' In-store Promotion

Dates: Dec. 5 - 13, 2002

Venue: Bestway Supermarket, Port Harcourt, Rivers State, Nigeria

Organizer Contact Information: 1. Ms. Jamie Rothschild, Agricultural Attache, Foreign Agricultural Service of the U.S. Department of Agriculture, U.S. Consulate, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926, 775-0830
e-mail:- aglagos@fas.usda.gov

2. Mr. Fidelis Tagbo, General Manager, Bestway Cash & Carry Ltd, #13, Omoku Street, D/Line, Port Harcourt, Rivers State, Nigeria, West Africa Tel: 234-84-230.554, 239.025 Fax: 234-84-239.209 e-mail: bestway@phca.linkserve.com

Brief Narrative: This will represent the fourth time Post is organizing an in-store promotion with this supermarket. Since 2000, FAS/Lagos' in-store promotion at the Bestway Supermarket, Port Harcourt has resulted in substantial sale of U.S. food products and in creating consumer awareness in eastern Nigeria. Bestway has since the first edition, been importing an average of \$300,000 worth of U.S. high-value foods each year.

C. Title of Activity / Event: 'A Taste of America' In-store Promotion

Dates: Mar. 14-23, 2003

Venue: Exclusive Supermarket, Abuja

Organizer Contact Information: 1. Ms. Jamie Rothschild, Agricultural Attache, Foreign Agricultural Service of the U.S. Department of Agriculture, U.S. Consulate, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926, 775-0830

e-mail:- aglagos@fas.usda.gov

2. Mr. Dan Idugboe, Financial Controller, Exclusive International Ltd, Exclusive House,
200, Sapele Road, Benin City Tel: 234-52-251-074, 234-80-23404143

Brief Narrative: Exclusive Supermarket, Benin City is the second largest supermarket in Nigeria and it plans the largest supermarket operation in Nigeria by the end of 2002. As Post proposes to hold its first in-store promotion in Abuja, this supermarket had requested to collaborate with Post in holding this event.

Abuja is the capital city of Nigeria and many high-income Nigerians, especially the political class and administrators of Nigeria's giant corporations and firms live in the city. Post is expecting higher sales of U.S. foods at the event considering the city's demographic and economic composition favoring sales of U.S. foods.

C. Title of Activity / Event: 'A Taste of America' In-store Promotion

Dates: Sep. 19-28, 2003

Venue: Goodies/BG-Mart/Mate Supermarkets, Lagos

Organizer Contact Information: 1. Ms. Jamie Rothschild, Agricultural Attache, Foreign Agricultural Service of the U.S. Department of Agriculture, U.S. Consulate, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926, 775-0830

e-mail:- aglagos@fas.usda.gov Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- aglagos@fas.usda.gov

2. Mr. Hassan A. Soufan, General Manager, Goodies Supermarket (Div. of Cedar Ent. Ltd), #237, Kofo Abayomi St, Victoria Island, Lagos. Tel: 234 - 1 - 262.5470, 5873916. Fax: 234 - 1 - 545.0475

3. Mrs J.O. Bankole, Managing Director, BG-Mart, #21, Mobolaji Bank Anthony Way, Maryland, Ikeja, Lagos Tel: 496-2840, 496.4944 2. [e-mail:bestway@phca.linkserve.com](mailto:bestway@phca.linkserve.com)

4. Mr. Peter Adeyemi, Managing Director, Mate Supermarket Ltd, #87, Adeniyi Jones Avenue, Ikeja - Lagos, Nigeria Tel: 234 - 1 - 492.4446 Fax: 234 - 1 - 492.0187

[e-mail.matesupter@infoweb.abs.net](mailto:email.matesupter@infoweb.abs.net)

Brief Narrative: USDA/FAS proposes a multiple in-store promotion to be held simultaneously in selected and independently owned supermarket outlets in Lagos stocking U.S. high-value food products. Lagos ranks among the most populous cosmopolitans in the world with an estimated population of over 16 million. It is also the largest and the most commercially significant city in Nigeria, sharing over 60 percent of the total Nigerian market. More expatriates and high-income Nigerian reside in this cosmopolitan.

SECTION III. POST CONTACT AND FURTHER INFORMATION

Agricultural Affairs Office
American Embassy
2, Walter Carrington Crescent
Victoria Island, Lagos, Nigeria
Tel / Fax #: 234-1-261.3926, 775-0830
e-mail: aglagos@fas.usda.gov